

**51-50**  
**WISCONSIN**

**RETAIL TRADE-AREA  
STATISTICS**

**TABLE G. Cities With 500 Establishments or More: 1963**

City and kind of business	Establishments	Sales	Payroll, entire year	Payroll workweek ended nearest Nov. 15	Paid employees. workweek ended nearest Nov. 15	Active proprie- tors of unincor- porated businesses
	With payroll (number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	(\$1,000)	(dollars)	(number)
RETAIL TRADE TOTAL.....	12	47	applicable.	4 139 3 931 208	7 832 2 196 (D) (D)	1
LUMBER, BUILDING MATERIALS, HARDWARE FARM EQUIPMENT DEALERS						
TOTAL.....	3 706	3 570	21			
LUMBER AND OTHER BUILDING MATERIALS DEALERS.....	1 777	8 356	2			
HEATING, PLUMBING, PAINT, ELECTRICAL STORES.....	1 166	2 278	35			
HARDWARE STORES.....	763	51	5			
FARM EQUIPMENT DEALERS.....			(D)			
GENERAL MERCHANDISE GROUP STORES*			1	29	1 235	
TOTAL.....	26	40	25			
DEPARTMENT STORES.....	0	9	8			
LIMITED PRICE VARIETY STORES.....	2	(D)				
MISCELLANEOUS GENERAL MERCHANDISE STORES.....	4	1	8			
FOOD STORES						
TOTAL.....	1	0				
GROCERY STORES, INCLUDING DELICATESSENS.....	7	(D)				
MEAT MARKETS, FISH (SEAFOOD) MARKETS.....	4	D				
FRUIT STORES, VEGETABLE MARKETS.....	7	(D)				
CANDY, NUT, CONFECTIONERY STORES.....	0	0				
OTHER FOOD STORES.....	3	)				
AUTOMOTIVE DEALERS	2	)				
TOTAL.....	24	24	485			
GASOLINE SERVICE STATIONS						
TOTAL.....	897	24	273			
APPAREL ACCESSORY STORES						
TOTAL.....	23	897	273			
MEN'S, BOYS' APPAREL STORES, CUSTOM TAILORS.....	1	(D)				
WOMEN'S CLOTHING, SPECIALTY STORES.....	6	23	(D)			
WOMEN'S READY-TO-WEAR STORES.....	6	969	(D)			
WOMEN'S ACCESSORY, SPECIALTY STORES, FURRIERS.....	0	349	(D)			
FAMILY CLOTHING STORES.....	0	(0)				
SHOE STORES.....	0	1 159				
OTHER APPAREL ACCESSORY STORES.....	0	(D)				
FURNITURE, HOME FURNISHINGS, EQUIPMENT STORES						
TOTAL.....	9	1 241				
FURNITURE, HOME FURNISHINGS STORES.....	27					
HOUSEHOLD APPLIANCE, RADIO, TELEVISION, MUSIC STORES	6					
EATING, DRINKING PLACES						
TOTAL.....	1					
EATING PLACES, DRINKING PLACES (ALCOHOLIC BEVERAGES)	4					
DRUG STORES, PROPRIETARY STORES	6					
TOTAL.....	186	83	1			
DRUG STORES.....	76	6	23			
PROPRIETARY STORES.....	110	8	1			
OTHER RETAIL STORES						
TOTAL.....	7	1	22			
LIQUOR STORES.....	2	4	6			
ANTIQUE STORES, SECONHAND STORES.....	2	2	1			
BOOK, STATIONERY STORES.....	1	1	2			
SPORTING GOODS STORES, BICYCLE SHOPS.....	1	1	1			
FARM, GARDEN SUPPLY STORES, INCLUDING FEED STORES.....	8	500	7 334			
JEWELRY STORES.....	1	4	7 782			
FUEL, ICE DEALERS.....	9	221	2 552			
OTHER STORES.....	1	3				
NONSTORE RETAILERS*	7	279				
TOTAL.....	3	7	0			
Standard Notes: - Represents zero. (D) Withheld to avoid disclosure.	1	848	2			
(NA) Not available	1	4	3			
*Nonstore retailers, part of SIC major group 53, are shown separately in this table.	8	852	(D)			
	1	996	(D)			
	1	(X) Not				

658			0
330			3
185			4
143			
936			
(D)			
(D)			
(D)			
2 062	144	2	
5 761	68	1	
3 557	38		44
2 744	38	2	
		1	
		3	
		6	
65	1 465		
2 022	0		
1 713	5		
14	8		
(D)	(D)		
(D)	)		
249	D		
	)		
	D		
	)		
	773		
	662		
	6		
	(D)		
	(D)		
	98		
	(D)		
	)		
	39		
340			
33			9
514			1
283			6
(D)			0
(D)			7
5 242			(
	558		D
	(D)		)
	(D)		(
	(D)		D
	45		)
	(D)		
	65		2
054			0
641			
413			15
30	246		
1 576	7		
1 148	4		
428	0		
	(D)		
	)		
	D		
	)		
	889		2
	673		8
	216		(
			D
			)
3 801	165		
4 556	(D)		
593	(D)		
	269		1
21	53		
411	(D)		
13	(D)		
267	28		
8 144	11		
	(D)		
	29		
	103		
6 36			
8 4			
28			
290			
8 394			
11	1		
1	0		
8	(		
	D		
	)		
	(		
	D		
	)		
	18		
3 347			
2 279			
(D)			
(D)			
2			8
10			1
2			0
61			6
8			0
(D)			1
2 124			0
6 328			6
			1
3 887			